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```
RESP ID
         22245
         50 or above
Age:
Gender:
         Female
Q3.0
          [Names of internet sites that offer self publishing]
Q3.0
         I don't know of any.
Q4.0
          [Have you ever heard of...?)
                lulu
                                          na
                blurb
                                          na
                iuniverse
                                          na
                authorhouse
                trafford
                moho
Q4.1
          [Have you ever heard of...?)
                lulu
                                          No
                blurb
                                          Don't know
                iuniverse
                                          No
                authorhouse
                                          No
                trafford
                                          No
                moho
                                          No
RESP ID
         22477
Age:
         30 to 49
Gender:
         Male
          [Names of internet sites that offer self publishing]
Q3.0
Q3.0
         I can't think of any.
          [Have you ever heard of . . . ?)
Q4.0
                lulu
                                           na
                blurb
                                           na
                iuniverse
                                           na
                authorhouse
                                           na
                trafford
                                          na
                moho
                                           na
          [Have you ever heard of...?)
Q4.1
                lulu
                                          No
                blurb
                                           No
                iuniverse
                                          No
                authorhouse
                                          No
                trafford
                                          No
                moho
                                           No
RESP ID
         22532
         14 to 29
Age:
Gender:
         Female
          [Names of internet sites that offer self publishing]
03.0
Q3.0
         I don't know, I'm not sure.
          [Have you ever heard of...?)
Q4.0
                lulu
                                           na
                blurb
                                           na
                iuniverse
                                           na
                authorhouse
                trafford
                                           na
                moho
                                           na
Q4.1
          [Have you ever heard of . . . ?)
                lulu
                                           No
                blurb
                                           No
                iuniverse
                                           No
                authorhouse
                                           No
                trafford
                                           No
                moho
                                           Yes
```

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RESP ID
         22541
         30 to 49
Age:
Gender:
         Female
          [Names of internet sites that offer self publishing]
Q3.0
Q3.0
         I don't look at anything like that.
Q4.0
          [Have you ever heard of...?)
                lulu
                                          na
                blurb
                                          na
                iuniverse
                                          na
                authorhouse
                                          na
                trafford
                moho
Q4.1
          [Have you ever heard of...?)
                lulu
                                          No
                blurb
                                          No
                iuniverse
                                          No
                authorhouse
                                          No
                trafford
                                          No
                moho
                                          No
RESP ID
         22556
         30 to 49
Age:
Gender:
         Male
          [Names of internet sites that offer self publishing]
Q3.0
Q3.0
         I don't use those sites.
Q4.0
          [Have you ever heard of...?)
                lulu
                                          na
                blurb
                                          na
                iuniverse
                                          na
                authorhouse
                                          na
                trafford
                                          na
                moho
                                          na
          [Have you ever heard of ...?)
Q4.1
                lulu
                                          No
                blurb
                                          No
                iuniverse
                                          No
                authorhouse
                                          No
                trafford
                                          No
                moho
                                          No
RESP ID
         22662
         14 to 29
Age:
Gender:
         Male
          [Names of internet sites that offer self publishing]
Q3.0
Q3.0
          I can't think of any.
          [Have you ever heard of...?)
Q4.0
                lulu
                                          na
                blurb
                                          na
                iuniverse
                                          na
                authorhouse
                                          na
                trafford
                                          na
                moho
                                          na
Q4.1
          [Have you ever heard of...?)
                lulu
                                          No
                blurb
                                          No
                iuniverse
                                          No
                authorhouse
                                          No
                trafford
                                          No
                moho
                                          No
```

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RESP_ID 22938
Age:
          50 or above
Gender:
         Male
          [Names of internet sites that offer self publishing]
Q3.0
Q3.0
          None.
Q4.0
          [Have you ever heard of...?)
                lulu
                                           na
                blurb
                                           na
                iuniverse
                                           na
                authorhouse
                                           na
                trafford
                                           na
                moho
Q4.1
          [Have you ever heard of...?)
                lulu
                                           No
                blurb
                                           No
                iuniverse
                                           No
                authorhouse
                                           No
                trafford
                                           No
                moho
                                           No
RESP ID
         23027
Age:
         14 to 29
Gender:
         Male
Q3.0
          [Names of internet sites that offer self publishing]
Q3.0
         Hm, not really.
          [Have you ever heard of . . . ? )
Q4.0
                lulu
                                           na
                blurb
                                           na
                iuniverse
                                           na
                authorhouse
                                           na
                trafford
                                           na
                moho
                                           na
Q4.1
          [Have you ever heard of ...?)
                lulu
                                          No
                blurb
                                           No
                iuniverse
                                           No
                authorhouse
                                           Yes
                trafford
                                          No
                moho
                                          No
RESP_ID
         23028
         30 to 49
Age:
Gender:
         Male
Q3.0
         [Names of internet sites that offer self publishing]
Q3.0
         I can not.
Q4.0
         [Have you ever heard of...?)
                lulu
                                          na
                blurb
                                          na
                iuniverse
                                          na
                authorhouse
                trafford
                                          na
               moho
                                          na
Q4.1
          [Have you ever heard of...?)
                lulu
                                          No
               blurb
                                          No
                iuniverse
                                          Yes
                authorhouse
                                          No
                trafford
                                          No
                moho
                                          No
```

```
RESP_ID
         23039
Age:
          30 to 49
Gender:
         Male
Q3.0
          [Names of internet sites that offer self publishing]
Q3.0
          I can't think of any.
Q4.0
          [Have you ever heard of . . . ? )
                lulu
                                           na
                blurb
                                           na
                iuniverse
                authorhouse
                                           na
                trafford
                                           na
                moho
Q4.1
          [Have you ever heard of...?)
                lulu
                                           No
                blurb
                                           No
                iuniverse
                                           No
                authorhouse
                                           No
                trafford
                                           No
                moho
                                           No
RESP_ID
         23309
Age:
          30 to 49
Gender:
         Male
Q3.0
          [Names of internet sites that offer self publishing]
Q3.0
          Can't think of any.
Q4.0
          [Have you ever heard of...?)
                lulu
                                           na
                blurb
                                           na
                iuniverse
                                           na
                authorhouse
                                           na
                trafford
                                           na
                moho
                                           na
Q4.1
          [Have you ever heard of . . . ? )
                lulu
                                           No
                blurb
                                           No
                iuniverse
                                           No
                authorhouse
                                           No
                trafford
                                           No
                moho
                                           No
RESP_ID
         23340
Age:
         14 to 29
Gender:
         Female
Q3.0
          [Names of internet sites that offer self publishing]
Q3.0
         No idea.
Q4.0
          [Have you ever heard of . . . ? )
                lulu
                                           na
                blurb
                                           na
                iuniverse
                                           na
                authorhouse
                                           na
                trafford
                                           na
                moho
Q4.1
          [Have you ever heard of...?)
                lulu
                                           No
                blurb
                                           No
                iuniverse
                                           No
                authorhouse
                                           No
                trafford
                                           No
                moho
                                           No
```

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RESP ID
         23816
Age:
         30 to 49
Gender:
         Female
Q3.0
          [Names of internet sites that offer self publishing]
         I have no idea.
Q3.0
          [Have you ever heard of...?)
Q4.0
                lulu
                                          na
                blurb
                                          na
                iuniverse
                                          na
                authorhouse
                                          na
                trafford
                                          na
                moho
                                          na
          [Have you ever heard of...?)
Q4.1
                lulu
                blurb
                                          Yes
                iuniverse
                                          Yes
                authorhouse
                                          No
                trafford
                                          No
                moho
                                          No
RESP ID
         23887
Age:
         30 to 49
Gender:
         Female
         [Names of internet sites that offer self publishing]
Q3.0
         I don't know any.
Q4.0
          [Have you ever heard of...?)
                lulu
                                          na
                blurb
                                          na
                iuniverse
                                          na
                authorhouse
                                          na
                trafford
                                          na
                moho
Q4.1
          [Have you ever heard of...?)
                lulu
                                          No
                blurb
                                          No
                iuniverse
                                          No
                authorhouse
                                          No
                trafford
                                          No
                moho
                                          No
         23945
RESP_ID
Age:
         30 to 49
Gender:
         Male
         [Names of internet sites that offer self publishing]
Q3.0
         I can't think of any.
Q3.0
Q4.0
         [Have you ever heard of . . . ?)
                lulu
                                          na
               blurb
                                          na
                iuniverse
                                          na
                authorhouse
                                          na
                trafford
                                          na
                moho
Q4.1
          [Have you ever heard of...?)
                lulu
                                          No
                blurb
                                          No
                iuniverse
                                          No
                authorhouse
                                          No
                trafford
                                          No
                moho
                                          No
```

```
RESP_ID
         24028
         30 to 49
Age:
Gender:
         Female
         [Names of internet sites that offer self publishing]
Q3.0
Q3.0
         Um, I don't know.
Q4.0
          [Have you ever heard of...?)
                lulu
                                           na
                blurb
                                           na
                iuniverse
                                           na
                authorhouse
                                           na
                trafford
                                           na
                moho
                                           na
Q4.1
          [Have you ever heard of . . . ?)
                lulu
                                           No
                blurb
                                           No
                iuniverse
                                           No
                authorhouse
                                           No
                trafford
                                           No
                moho
                                           No
RESP_ID
         24294
         14 to 29
Age:
         Male
Gender:
          [Names of internet sites that offer self publishing]
Q3.0
Q3.0
         None.
Q4.0
          [Have you ever heard of...?)
                lulu
                                           na
                blurb
                                           na
                iuniverse
                                           na
                authorhouse
                                           na
                trafford
                                           na
                moho
          [Have you ever heard of...?)
Q4.1
                lulu
                                           No
                blurb
                                           No
                iuniverse
                                           No
                authorhouse
                                           No
                trafford
                                           No
                moho
                                           No
RESP ID
         24438
         50 or above
Age:
Gender:
         Male
          [Names of internet sites that offer self publishing]
Q3.0
         I can't think of one because I wouldn't use it.
Q3.0
          [Have you ever heard of...?)
Q4.0
                lulu
                                           na
                blurb
                                           na
                iuniverse
                                           na
                authorhouse
                                           na
                trafford
                                           na
                moho
          [Have you ever heard of...?)
Q4.1
                lulu
                                           No
                blurb
                                           No
                iuniverse
                                           No
                authorhouse
                                           No
                trafford
                                           No
                moho
                                           No
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RESP_ID
         24604
Age:
          14 to 29
Gender:
         Male
Q3.0
          [Names of internet sites that offer self publishing]
Q3.0
          eBay.
Q3.1
          None.
Q4.0
          [Have you ever heard of...?)
                lulu
                                           No
                blurb
                                           No
                iuniverse
                                           No
                authorhouse
                                           No
                trafford
                                           No
                moho
                                           No
Q4.1
          [Have you ever heard of . . . ? )
                lulu
                                           na
                blurb
                                            na
                iuniverse
                                           na
                authorhouse
                                           na
                trafford
                                           na
                moho
                                           na
RESP ID
         24927
Age:
          30 to 49
Gender:
         Male
Q3.0
          [Names of internet sites that offer self publishing]
Q3.0
          YouTube.
Q3.1
          I can't think of anything else.
Q4.0
          [Have you ever heard of . . . ? )
                lulu
                                           No
                blurb
                                           No
                iuniverse
                                           Yes
                authorhouse
                                           No
                trafford
                                           No
                moho
                                           No
Q4.1
          [Have you ever heard of . . . ?)
                lulu
                                           na
                blurb
                                           na
                iuniverse
                                           na
                authorhouse
                                           na
                trafford
                                           na
                moho
                                           na
RESP ID
         25117
         50 or above
Age:
Gender:
         Female
Q3.0
          [Names of internet sites that offer self publishing]
Q3.0
         kodakeasyshare.com
Q3.1
         snapfish.com and snapshot.com.
Q4.0
          [Have you ever heard of . . . ? )
                lulu
                                           Yes
                blurb
                                           No
                iuniverse
                                           Yes
                authorhouse
                                           No
                trafford
                                           No
                moho
                                           No
Q4.1
          [Have you ever heard of...?)
                lulu
                                           na
                blurb
                                           na
                iuniverse
                                           na
                authorhouse
                                           na
                trafford
                                           na
                moho
                                           na
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25218
RESP ID
Age:
         50 or above
Gender:
         Female
Q3.0
          [Names of internet sites that offer self publishing]
Q3.0
          YouTube
Q3.1
          Can't think of any more.
Q4.0
          [Have you ever heard of...?)
                lulu
                                           No
                blurb
                                           No
                iuniverse
                                           No
                authorhouse
                                           No
                trafford
                moho
04.1
          [Have you ever heard of . . . ?)
                lulu
                                           na
                blurb
                                           na
                iuniverse
                                           na
                authorhouse
                                           na
                trafford
                                           na
                moho
                                           na
RESP ID
         25436
Age:
         14 to 29
Gender:
         Male
Q3.0
          [Names of internet sites that offer self publishing]
Q3.0
         YouTube.
Q3.1
         Slicka.
Q4.0
          [Have you ever heard of . . . ? )
                lulu
                                           No
                blurb
                                           No
                iuniverse
                                           No
                authorhouse
                                           No
                trafford
                                           No
                moho
Q4.1
          [Have you ever heard of...?)
                lulu
                blurb
                                           na
                iuniverse
                                           na
                authorhouse
                                           na
                trafford
                                           na
                moho
                                           na
RESP ID
         25519
Age:
         30 to 49
Gender:
         Female
Q3.0
         [Names of internet sites that offer self publishing]
Q3.0
         Webshots, photobucket and YouTube.
Q3.1
         None.
Q4.0
         [Have you ever heard of...?)
                lulu
                                           No
                blurb
                                           No
                iuniverse
                                           No
                authorhouse
                                           No
                trafford
                moho
                                           No
Q4.1
         [Have you ever heard of...?)
                lulu
                                           na
                blurb
                                           na
                iuniverse
                                           na
                authorhouse
                                          na
                trafford
                                          na
                moho
                                          na
```

```
RESP_ID 25672
Age:
          14 to 29
Gender:
         Female
Q3.0
          [Names of internet sites that offer self publishing]
Q3.0
          I don't know.
Q4.0
          [Have you ever heard of...?)
                lulu
                                           na
                blurb
                                           na
                iuniverse
                                           na
                authorhouse
                                           na
                trafford
                                           na
                moho
                                           na
Q4.1
          [Have you ever heard of...?)
                lulu
                                           No
                blurb
                                           No
                iuniverse
                                           No
                authorhouse
                                           No
                trafford
                                           No
                moho
                                           No
RESP_ID
         26222
         50 or above
Age:
Gender:
         Female
Q3.0
          [Names of internet sites that offer self publishing]
Q3.0
          AOL.
Q3.1
         Not right off I can't.
Q4.0
          [Have you ever heard of...?)
                lulu
                                          No
                blurb
                                          Don't know
                iuniverse
                                          No
                authorhouse
                                          No
                trafford
                                          No
                moho
                                          No
Q4.1
          [Have you ever heard of...?)
                lulu
                                          na
                blurb
                                          na
                iuniverse
                                          na
                authorhouse
                                          na
                trafford
                                          na
                moho
                                          na
RESP ID
         26414
Age:
         14 to 29
Gender:
         Female
Q3.0
          [Names of internet sites that offer self publishing]
Q3.0
         None.
         [Have you ever heard of...?) lulu
Q4.0
                                          na
                blurb
                                          na
                iuniverse
                                          na
                authorhouse
                                          na
                trafford
                                          na
                moho
Q4.1
          [Have you ever heard of...?)
                lulu
                                          No
                blurb
                                          No
                iuniverse
                                          No
                authorhouse
                                          No
                trafford
                                          No
                moho
                                          No
```

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RESP ID
          26610
Age:
          14 to 29
Gender:
          Female
          [Names of internet sites that offer self publishing]
Q3.0
Q3.0
          YouTube.
Q3.1
          Myspace.
Q4.0
          [Have you ever heard of . . . ?)
                lulu
                                           No
                blurb
                                           No
                iuniverse
                                           No
                authorhouse
                                           Don't know
                trafford
                                           No
                moho
                                           No
Q4.1
          [Have you ever heard of . . . ?)
                lulu
                                           na
                blurb
                                           na
                iuniverse
                                           na
                authorhouse
                                           na
                trafford
                                           na
                moho
                                           na
RESP ID
          26614
          50 or above
Age:
Gender:
          Female
Q3.0
          [Names of internet sites that offer self publishing]
Q3.0
          None.
Q4.0
          [Have you ever heard of . . . ? )
                lulu
                                           na
                blurb
                                           na
                iuniverse
                                           na
                authorhouse
                                           na
                trafford
                                           na
                moho
                                           na
Q4.1
          [Have you ever heard of ...?)
                lulu
                                           No
                blurb
                                           No
                iuniverse
                                           No
                authorhouse
                                           No
                trafford
                                           No
                moho
                                           No
RESP_ID
         27421
Age:
         30 to 49
Gender:
         Male
          [Names of internet sites that offer self publishing]
Q3.0
Q3.0
         Can't think of any.
Q4.0
          [Have you ever heard of...?)
                lulu
                                           na
                blurb
                                           na
                iuniverse
                authorhouse
                                           na
                trafford
                                           na
                moho
                                           na
Q4.1
          [Have you ever heard of . . . ?)
                lulu
                                           No
                blurb
                                           No
                iuniverse
                                           No
                authorhouse
                                           No
                trafford
                                           No
                moho
                                           No
```